



CUSTOMER VALUE DEVELOPMENT DATA MARTS

Customer Value Development Data Marts is part of the Analytics solution and allows operators to collect and combine data about their customers' preferences.

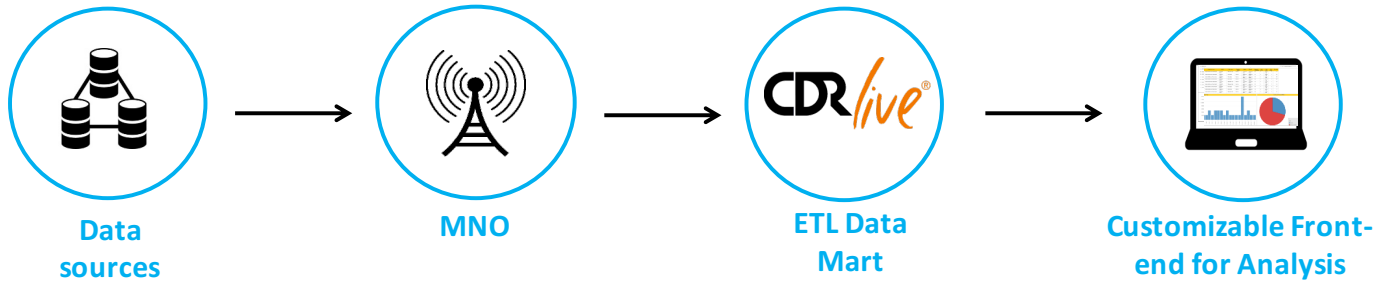
Key Features:

- ✓ Provides an integrated, holistic view of customers.
- ✓ Consolidates customer information in a single platform, which allows operators to apply filters, using aggregation and enriching operational data for analysis.

Benefits:

- ✓ Improves the service for the customer through customization.
- ✓ Reduces customer churn by retaining customer loyalty.
- ✓ Maximizes the customers' value for the operators over their lifetime.

How it Works:



- Understand what value means to your customers
- Understand what value you are willing to propose to your customers
- Identify the customers and segments where you can create more value relative to competitors
- Invest in your high-value customers



About Adapt IT

Adapt IT is a leader in ICT (information and communication technology) market through the provision of turnkey solution to the Education, Manufacturing, Energy, Financial Services, Hospitality and Telecommunication sector, employing over 1000 technology professionals and servicing more than 10 000 customers in 40 countries.

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